

ROUs: 1110 / 1210 / 1310 / 1710

DISTRIBUTE TO RJR MANAGERS W/CHAIN RESPONSIBILITY
FOR CHAINS ON ATTACHED EXCEL SPREADSHEET.

NOTE: CUSTOMER LIST IS 42 PAGES. IF CUSTOMER LIST IS
REQUIRED, PLEASE FORWARD E-MAIL / FAX REQUEST TO J.
CAMPBELL AND CUSTOMER LIST FILE WILL BE E-MAILED.

Sales	Petail
1221	1222
1222	1223
1223	
1224	
1225	
1226	
1227	
1228	
1229	
1230	
1231	
1232	
1233	
1234	
1235	
1236	
1237	
1238	
1239	
1240	
1241	
1242	
1243	
1244	
1245	
1246	
1247	
1248	
1249	
1250	
1251	
1252	
1253	
1254	
1255	
1256	
1257	
1258	
1259	
1260	
1261	
1262	
1263	
1264	
1265	
1266	
1267	
1268	
1269	
1270	
1271	
1272	
1273	
1274	
1275	
1276	
1277	
1278	
1279	
1280	
1281	
1282	
1283	
1284	
1285	
1286	
1287	
1288	
1289	
1290	
1291	
1292	
1293	
1294	
1295	
1296	
1297	
1298	
1299	
1300	
1301	
1302	
1303	
1304	
1305	
1306	
1307	
1308	
1309	
1310	
1311	
1312	
1313	
1314	
1315	
1316	
1317	
1318	
1319	
1320	
1321	
1322	
1323	
1324	
1325	
1326	
1327	
1328	
1329	
1330	
1331	
1332	
1333	
1334	
1335	
1336	
1337	
1338	
1339	
1340	
1341	
1342	
1343	
1344	
1345	
1346	
1347	
1348	
1349	
1350	
1351	
1352	
1353	
1354	
1355	
1356	
1357	
1358	
1359	
1360	
1361	
1362	
1363	
1364	
1365	
1366	
1367	
1368	
1369	
1370	
1371	
1372	
1373	
1374	
1375	
1376	
1377	
1378	
1379	
1380	
1381	
1382	
1383	
1384	
1385	
1386	
1387	
1388	
1389	
1390	
1391	
1392	
1393	
1394	
1395	
1396	
1397	
1398	
1399	
1400	
1401	
1402	
1403	
1404	
1405	
1406	
1407	
1408	
1409	
1410	
1411	
1412	
1413	
1414	
1415	
1416	
1417	
1418	
1419	
1420	
1421	
1422	
1423	
1424	
1425	
1426	
1427	
1428	
1429	
1430	
1431	
1432	
1433	
1434	
1435	
1436	
1437	
1438	
1439	
1440	
1441	
1442	
1443	
1444	
1445	
1446	
1447	
1448	
1449	
1450	
1451	
1452	
1453	
1454	
1455	
1456	
1457	
1458	
1459	
1460	
1461	
1462	
1463	
1464	
1465	
1466	
1467	
1468	
1469	
1470	
1471	
1472	
1473	
1474	
1475	
1476	
1477	
1478	
1479	
1480	
1481	
1482	
1483	
1484	
1485	
1486	
1487	
1488	
1489	
1490	
1491	
1492	
1493	
1494	
1495	
1496	
1497	
1498	
1499	
1500	
1501	
1502	
1503	
1504	
1505	
1506	
1507	
1508	
1509	
1510	
1511	
1512	
1513	
1514	
1515	
1516	
1517	
1518	
1519	
1520	
1521	
1522	
1523	
1524	
1525	
1526	
1527	
1528	
1529	
1530	
1531	
1532	
1533	
1534	
1535	
1536	
1537	
1538	
1539	
1540	
1541	
1542	
1543	
1544	
1545	
1546	
1547	
1548	
1549	
1550	
1551	
1552	
1553	
1554	
1555	
1556	
1557	
1558	
1559	
1560	
1561	
1562	
1563	
1564	
1565	
1566	
1567	
1568	
1569	
1570	
1571	
1572	
1573	
1574	
1575	
1576	
1577	
1578	
1579	
1580	
1581	
1582	
1583	
1584	
1585	
1586	
1587	
1588	
1589	
1590	
1591	
1592	
1593	
1594	
1595	
1596	
1597	
1598	
1599	
1600	
1601	
1602	
1603	
1604	
1605	
1606	
1607	
1608	
1609	
1610	
1611	
1612	
1613	
1614	
1615	
1616	
1617	
1618	
1619	
1620	
1621	
1622	
1623	
1624	
1625	
1626	
1627	
1628	
1629	
1630	
1631	
1632	
1633	
1634	
1635	
1636	
1637	
1638	
1639	
1640	
1641	
1642	
1643	
1644	
1645	
1646	
1647	
1648	
1649	
1650	
1651	
1652	
1653	
1654	
1655	
1656	
1657	
1658	
1659	
1660	
1661	
1662	
1663	
1664	
1665	
1666	
1667	
1668	
1669	
1670	
1671	
1672	
1673	
1674	
1675	
1676	
1677	
1678	
1679	
1680	
1681	
1682	
1683	
1684	
1685	
1686	
1687	
1688	
1689	
1690	
1691	
1692	
1693	
1694	
1695	
1696	
1697	
1698	
1699	
1700	
1701	
1702	
1703	
1704	
1705	
1706	
1707	
1708	
1709	
1710	
1711	
1712	
1713	
1714	
1715	
1716	
1717	
1718	
1719	
1720	
1721	
1722	
1723	
1724	
1725	
1726	
1727	
1728	
1729	
1730	
1731	
1732	
1733	
1734	
1735	
1736	
1737	
1738	
1739	
1740	
1741	
1742	
1743	
1744	
1745	
1746	
1747	
1748	
1749	
1750	
1751	
1752	
1753	
1754	
1755	
1756	
1757	
1758	
1759	
1760	
1761	
1762	
1763	
1764	
1765	
1766	
1767	
1768	
1769	
1770	
1771	
1772	
1773	
1774	
1775	
1776	
1777	
1778	
1779	
1780	
1781	
1782	
1783	
1784	
1785	
1786	
1787	
1788	
1789	
1790	
1791	
1792	
1793	
1794	
1795	
1796	
1797	
1798	
1799	
1800	
1801	
1802	
1803	
1804	
1805	
1806	
1807	
1808	
1809	
1810	
1811	
1812	
1813	
1814	
1815	
1816	
1817	
1818	
1819	
1820	
1821	
1822	
1823	
1824	
1825	
1826	
1827	
1828	
1829	
1830	
1831	
1832	
1833	
1834	
1835	
1836	
1837	
1838	
1839	
1840	
1841	
1842	
1843	
1844	
1845	
1846	
1847	
1848	
1849	
1850	
1851	
1852	
1853	
1854	
1855	
1856	
1857	
1858	
1859	
1860	
1861	
1862	
1863	
1864	
1865	
1866	
1867	
1868	
1869	
1870	
1871	
1872	
1873	
1874	
1875	
1876	
1877	
1878	
1879	
1880	
1881	
1882	
1883	
1884	
1885	
1886	
1887	
1888	
1889	
1890	
1891	
1892	
1893	
1894	
1895	
1896	
1897	
1898	
1899	
1900	
1901	
1902	
1903	
1904	
1905	
1906	
1907	
1908	
1909	
1910	
1911	
1912	
1913	
1914	
1915	
1916	
1917	
1918	
1919	
1920	
1921	
1922	
1923	
1924	
1925	
1926	
1927	
1928	
1929	
1930	
1931	
1932	
1933	

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #375878	CC:	S. SCHAWLM
	MR. P. COX McLANE NE	CC:	R. DONAHUE
FAX #:	(315) 638-7394		

****SAM's CLUBS: PRODUCT / DISPLAYS WILL BE ORDERED BY RJR FT. WORTH OFFICE (69XX)**

PARTNERS PROMOTION REPORTING: DOR SEPT JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	50	1 (ONE CTN)	1500
25469	6M		DORAL MEN LT 100	50	1 (ONE CTN)	
25468	6M		DORAL 100	50	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	50	1 (ONE CTN)	

PRODUCT PO # ER 3808-01

DISPLAYS / PREMIUMS PO # ER 3807-01

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$67,232.35	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
1480	NO. OF DISPLAYS ON CUSTOMER LIST
\$2,800.00	PACKING PAYMENT (\$14.00 X 200 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
20	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51851 7292

RJ REYNOLDS

TOBACCO COMPANY

STATE STAMPING

McLANE-NORTHEAST
#375878

DORAL JACKPOT

NUMBER OF CARTONS TO STAMP BY STATE(**) PRE-SLEEVED B1G1F PRODUCT												
DORAL (6M)	CT	DE	MA	MD	NH	NJ	NY	OH	OH Cuyahoga	PA	RI	VT
LT 100	33	1	4	2	19	240	641	14	11	450	9	0
MEN LT100	33	1	4	2	19	240	641	14	11	45	9	0
100	33	1	4	2	19	240	641	14	11	45	9	0
ULT LT100	33	1	4	2	19	240	641	14	11	45	9	0

7/16/98
STAMPING.DOC

51851 7293

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 / 6710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE: SEPTEMBER DORAL JACKPOT PROMOTION #801271

RETAIL DISTRIBUTION DATE: 8/31/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE													
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT		
A-PLUS/ SUNOCO	325	See List	338	1	1	25	1		2	21	114	2		168	3		
BP OIL	40	See List	41											41			
BRADFORD OIL	2	1	2						2								
CHESTNUT MOBIL	7	2	14	4							10						
COASTAL MART	36	See List	45							18				27			
COOKS CONVENIENT	6	See List	10								10						
COUNTRY FAIR	67	See List	84								13	7		64			
CONV EXPRESS	5	See List	9								9						
EXPRESS MART	44	1	44								44						
HESS MART	74	See List	148							10	124			14			
HESS STATION	201	See List	202	1		6				54	102			38	1		
J MART	7	1	7								7						
KRAUSZERS	3	1	3	3													
MANLEYS	11	See List	30								30						
MOBIL / ON THE RUN	102	See List	104	23		25			13		38			5			
QUICK CHEK	99	1	99							99							
QUICKWAY	29	See List	29								29						
7/11 - HANDEE MART	50	See List	56				1					5	11	39			
STARENTERPRISE	41	See List	88							34				54			
SUGARCREEK	73	1	73								73						
SUNRISE FOODS	15	See List	20								20						
INDEPENDENTS & SMALL CHAINS	26	See List	34	1		4			2	4	18			5			
TOTALS	1263		1480	33	1	60	2	0	19	240	641	14	11	450	9	0	

NOTE: PRODUCT / DISPLAYS FOR SAM'S CLUBS WILL BE ORDERED BY RJR FT WORTH OFFICE (#69XX)